

Fig. 1
ITV System

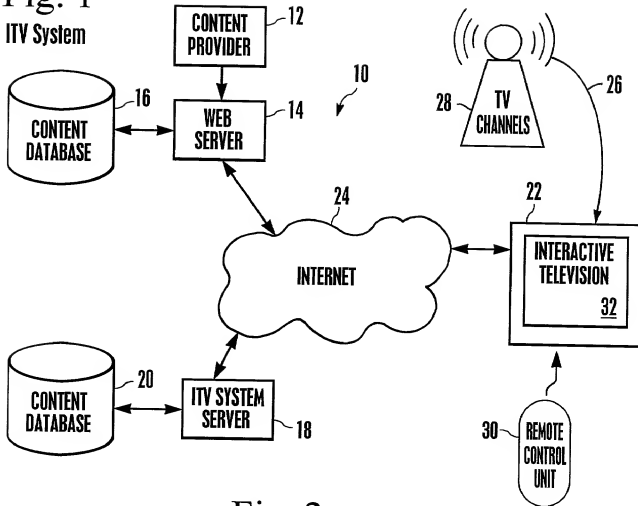
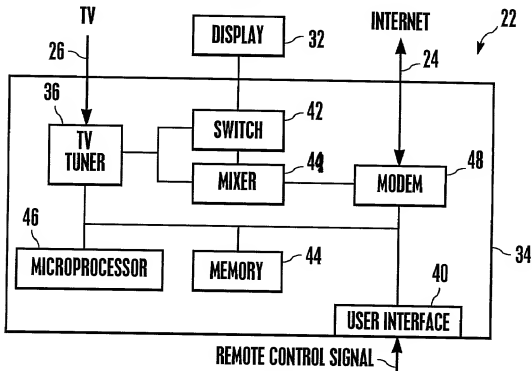


Fig. 2
ITV Set



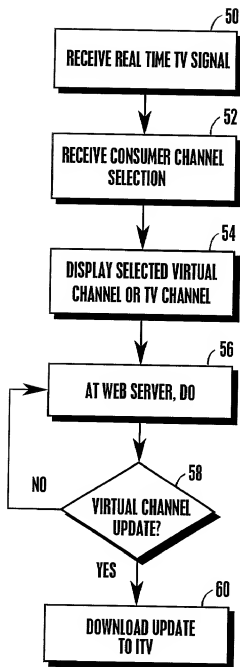


FIG. 3
OVERALL METHOD

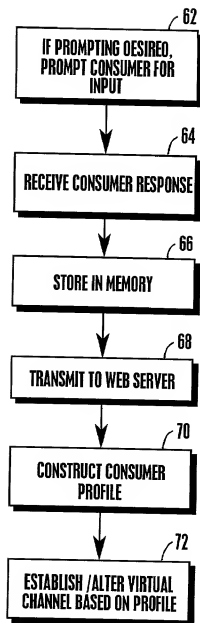


FIG. 4
ESTABLISHING CONSUMER
PROFILE